



## Secretary Brancel Visits UW-River Falls

**Release Date:** April 26, 2012

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MADISON – Global education and engagement. That is one of the goals of the 2012-2017 University of Wisconsin-River Falls Strategic Plan. Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel and members of the DATCP International Trade Team visited the UW-River Falls campus on Monday, April 23 to share ideas and learn more about the university's plans.

"It was exciting to see the university's dedication to global relationships," said Brancel. "International customers are not only interested in buying our agricultural products but are also looking for expertise, information and technology, all things the university can supply."

UW-River Falls Dean of the College of Agriculture, Food and Environmental Sciences (CAFES) Dale Gallenberg extended the invitation to Secretary Brancel. Brancel was joined on the visit by DATCP Economic Development Consultants Jennifer Lu and Enrique Gandara.

"The goal of the trip was to build connections with UW-River Falls staff and students and see first-hand what the campus is doing to bring global learning to Wisconsin," added Lu. "The university's focus on internationalization will better prepare students to graduate, find a job and build a career in today's global economy."

While on campus, Brancel, Lu and Gandara toured the CAFES agricultural production, instruction and research sites including the Dairy Learning Center. They also met with University Chancellor Dean Van Galen, Provost Fernando Delgado and other key staff to learn more about the Strategic Plan and future CAFES programming.

Brancel, Lu and Gandara also presented information about current international activities and services available through DATCP. UW-River Falls already has plans to take part in other DATCP's Trade Team activities.

"UW-River Falls representatives will be traveling with our International Trade Team staff to China, Mexico and Brazil in 2012 to participate in trade shows and meetings," explained Gandara. "These trips will allow UW-River Falls to reach across the borders and bring recognition to the university's work worldwide."

Other resources available from DATCP's International Trade Team include educational export seminars, which can be beneficial for those entering or expanding their stake in the international marketplace. DATCP's Buyers Missions bring international buyers to Wisconsin for meetings.

"There are many prospective ways that DATCP and UW-River Falls can cooperate to share resources, and we will continue to work together to be successful just as we do with UW-Madison's Babcock Institute," concluded Brancel. "Because of this global education and engagement goal, UW-River Falls students will have a chance to meet the world, and the world will meet Wisconsin through UW-River Falls."

To learn more about the DATCP's Trade Team, visit <http://datcp.wi.gov/Business/Exports>. Also connect with DATCP on Twitter at [twitter.com/widatcp](https://twitter.com/widatcp) or Facebook at [facebook.com/widatcp](https://facebook.com/widatcp).



Enrique Gandara, Chancellor Dean Van Galen, Secretary Ben Brancel and Jennifer Lu met to discuss the University of Wisconsin-River Falls Strategic Plan. The three goals include: distinctive academic excellence, global education and engagement, and innovation and partnerships.